

Governor Ducey's Arizona Human Trafficking Council

Full Council Meeting
September 6, 2017

Governor Ducey's Office of Youth, Faith and Family

I AM LITTLE RED

10-minute animated short aimed at children most at-risk for sex trafficking with the goal of prevention and awareness.



HUMAN TRAFFICKING:

Arizona's not buying it.



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**Arizona Outreach
Plan Overview**

Michelle Rucker

OVER
How many apps do
3y3u MthklexN!

Social Media and Trafficking

- ❑ Often, traffickers will make initial contact through sites like Facebook or Instagram
- ❑ From there, they may suggest the conversation move to a texting app like **WhatsApp, Kik or Viber**
 - ❑ These apps allow for a level of secrecy and may be new to some teens



Prevention: Protect Yourself Online



- ☐ Do not engage in conversations online with strangers.
- ☐ Never meet anyone from the internet face to face.
- ☐ Do not accept friend requests to your social media profiles from people you have not met.
- ☐ Do not give out personal information to strangers (selfies, address, phone number, birthday etc.)
- ☐ Set all of your social media pages to “private” in your account settings.
- ☐ If you feel scared or confused tell a trusted adult (parents, school counselor, guardians, police officer, etc.)
- ☐ If you receive harassing messages or threats call 911, save the messages and tell a trusted adult.

1 in 7 youth have received a sexual solicitation over the internet.

The Grooming Process

1. Targeting
2. Gaining trust and information
3. Filling a need
4. Isolation
5. Abuse begins
6. Maintain control



“With the young girls, you promise them heaven, they’ll follow you to hell,” ...a pimp convicted of sex trafficking.

Arizona as a Trafficking Hub

- ❑ The Department of Justice has labeled Phoenix as one of the top human trafficking jurisdictions in the country.

- ❑ Factors that make Arizona a prime trafficking location:
 - Close proximity to the border and interstate highways
 - Warm weather
 - High volume of conferences and professional sporting events
 - Proximity to other tourist destinations such as Las Vegas and San Diego



By the Numbers

☐ 3 Programs

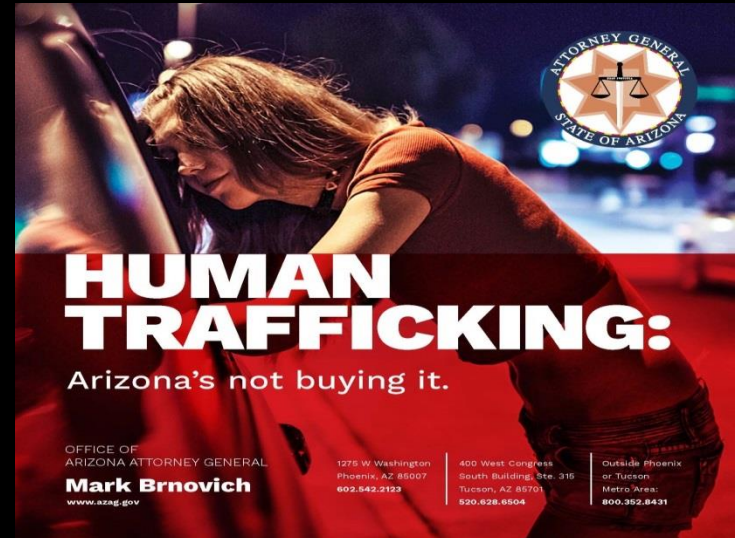
- ✓ 7th – 12th Grade
- ✓ Community Members
- ✓ Parents



Prevention-focused
Available state-wide
Free

☐ IMPACT

27 presentations
1,053 attendees
2,500 books distributed



Challenges

#1: “That doesn’t happen in my school, community, town, or state.”

#2: “If we talk about it, it may *then* become an issue in my school, community, town, etc.”

Growing Awareness

Goals

- ✓ Develop multi-partner awareness events
 - ✓ Larger crowds and venues
- ✓ Engage high-risk communities
 - ✓ Organizations serving children in foster care and foster families
 - ✓ Organizations serving youth runaways
 - ✓ Tribal communities

Demand an End





Questions?



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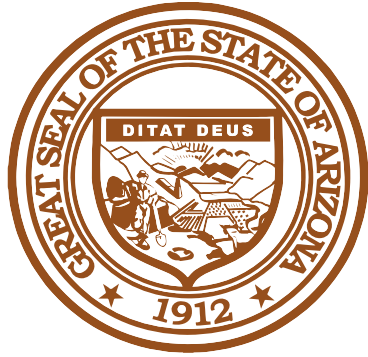


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Sex Trafficking Awareness For Individual Strength and Hope (STARFISH)
School Prevention Project

<http://projectstarfish.education/>



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